

Positive Alternatives 2014 – 16 Quarterly Update

Grantee: CENTRAL MINNESOTA LIFE CARE CENTER (dba OPTIONS FOR WOMEN)

Goal: To provide positive alternatives to abortion to pregnant and parenting women in central Minnesota

For the period: April 1, 2015 – June 30, 2015

Activity or Service	Activity or Service Description Major Work Plan Activities	Work Plan Count	Program Progress and Accomplishments Report the progress and accomplishments made this period on each activity.	Report Count
Administrative Activities	Provide guidance to grant staff; complete grant forms; attend required grant meetings		The executive director provided guidance to grant staff; she and staff also completed grant forms.	
Outreach	Advertise programs locally; rent billboard for advertising; manage website and Facebook page; print program brochures and posters		Our center advertised monthly in a Spanish speaking newspaper as well as two local newspapers. We put up informational posters with tear-off phone numbers in local businesses and bars. We have a website and a Facebook page, as well as Facebook advertising.	
Case Management Services	Provide follow-up to pregnant clients through phone calls or office visits	3	Followed up with 5 clients: Followed up with pregnancy test client, discussed financial and job difficulties with two, followed up with newborn care with one client, followed up morning sickness problems with one client.	5
Crib Distribution/ Sleep Safety Education	Provide safe sleep education and cribs	2	No clients received cribs this quarter, but we do have clients who are working towards earning a crib next quarter.	0
Financial Assistance	Assist clients with submitting applications for financial assistance programs	1	No clients received Pack N' Plays this quarter, but we do have clients who will receive one next quarter.	0

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Hotline	Provide information and counseling 12 hours per day	1	We offered phone counseling to four clients. Two calls were for information on our ultrasound program; we provided a referral for free STI testing to one caller; and one caller wondered about what material assistance we offered.	4
Material Support	Provide material assistance and baby equipment (not offered as incentives in education programs)	14	We provided baby items, used baby clothes, shoes, newborn layettes (2 layettes), baby furniture (not cribs) on 46 client visits.	46
Nutrition	Provide baby food, formula and referrals to food shelf	6	We provided of infant formula and baby food on 10 client visits.	10
Parenting Education	Provide intake assessment, encouragement, instruction and assessment of progress in a parenting education incentive program	60	We had 51 client visits to use our Parenting Education Program. Client advocates discussed the video and worksheet with the clients. Client advocates then assessed their progress and provided them with appropriate incentives.	51
Pregnancy Education	Provide intake assessment, encouragement, instruction and assessment of progress in a pregnancy education incentive program	10	We had 10 client visits to use our pregnancy education program this quarter. Client advocates discussed the videos and worksheets with the clients. Client advocates assessed their progress and provided them with appropriate incentives.	10
Pregnancy Testing	Provide pregnancy testing, assessment for program eligibility and counseling	5	We provided one negative pregnancy test this quarter. Client advocate counseled client.	1

Activity or Service	Activity or Service Description Major Work Plan Activities	Work Plan Count	Program Progress and Accomplishments Report the progress and accomplishments made this period on each activity.	Report Count
Ultrasound	Provide intake assessment, ultrasound services and counseling to women who test positive for pregnancy	3	We provided Ultrasound testing to one client who tested positive for pregnancy.	1

Maternal and Child Health Initiative Task Force Strategies	No.
<i>Number of women who received car seats and car seat safety education from a PA funded program activity</i>	0
<i>Number of women who received car seat safety education only from a PA funded program activity</i>	1
<i>Number of women who received child abuse prevention education from a PA funded program activity</i>	0
<i>Number of women who received abusive head trauma (shaken baby) prevention education from a PA funded program activity</i>	3
<i>Number of women who received a baby bed, crib, or pack-n-play and sleep safety education from a PA funded program activity</i>	0
<i>Number of women who received sleep safety education only from a PA funded program activity</i>	0

Challenges: Our Earn While You Learn program continues to stay busy every month, but we haven't had many pregnancy and Ultrasound tests this quarter. With this in mind, we have begun advertising more in local newspapers and at the end of July, we will have an ad for our center shown before every movie in a local movie theatre. We also advertise on Facebook and just started an account with Twitter.

Comments: